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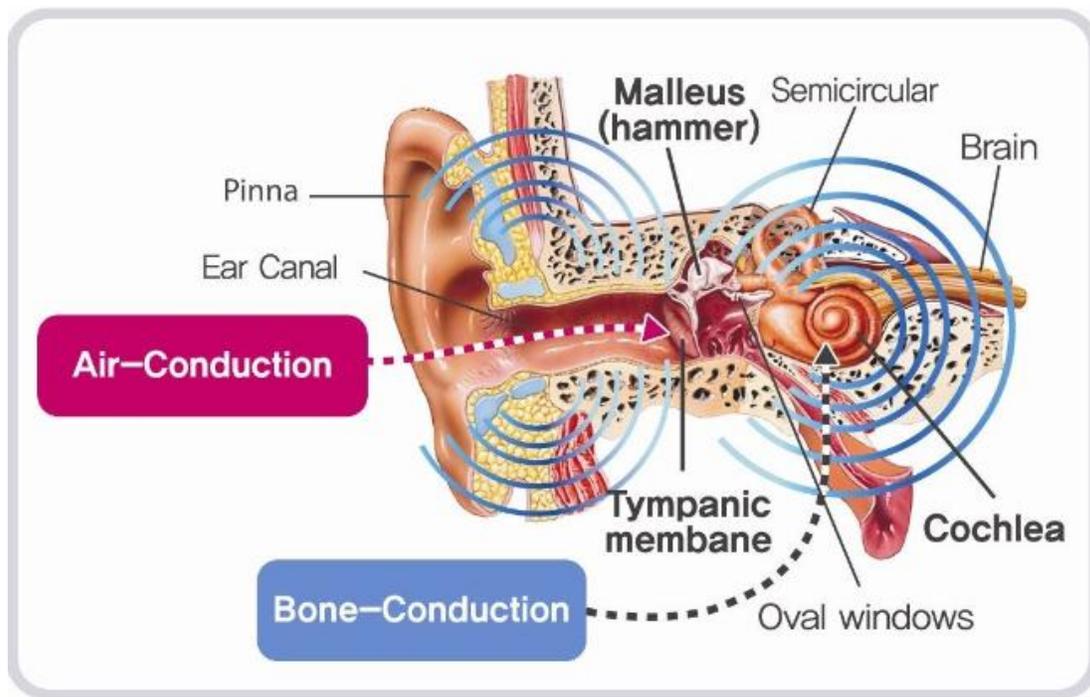
JACKSON COUNTY  
**AUDIOLOGY**

**Winter 2018/2019 Newsletter**

*FROM THE OFFICE OF CHARLES E.  
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## Headphones that bypass the ear could cut distraction-related pedestrian deaths

"Facial bone conduction technology developed by young Mexican technicians could be the solution to health and safety issues that have long dogged headphone culture.

Not only have headphones constantly been attacked for placing pedestrian wearers at risk of distraction-related accidents, but prolonged use of what has become a fetishistic retail industry also carries the risk of damaging inner ear cells and nerves, not to mention a microbial compromise from inserting objects into the ear.

Measures to tackle the risks to pedestrian listeners are vague and varied, while legislators do not seem to know whether to make drivers or walkers responsible. In 2015, France banned cyclists from wearing headphones. The UK is about to insist sound emitters be fitted on silent cars in order to protect pedestrians, especially earphone users. And after a rise in pedestrian deaths this year in Victoria, Australia, police are urging headphone-users on the road to use just one earphone.

So, could the answer be a headphone set that uses the bones of the face to transmit the sound to the auditory apparatus, leaving the ears free to perceive the danger warnings? Some see this as the next big thing, certainly the group of students from the Monterrey Institute of Technology and Higher Education who have spent the best part of two years developing their Tessio headphones, finally launched in May through their own privately-backed start-up, Euphonia.

Their headphone set wraps around the ear without covering it, and the

## Continued, Headphones that bypass the ear could cut distraction-related pedestrian deaths

sound is carried through a vibrating metal membrane to be conducted by the bones of the face beneath the ears.

Euphonia's Facebook page claims the headphones are "comfortable, innovative and very functional", and that they "guarantee you will be aware of everything" around you.

Time will tell whether buyers will want to place safety ahead of the cool so associated with wearing traditional earphones for an isolated listening experience."

Source: [La Jornada](#)

Published January 2, 2019



### Five ways hearing aids can help you live longer

"Not only can hearing aids help you hear better, they may even help you live longer. Here's how:

#### 1. Hearing aids can improve your balance

Wearing hearing aids helps you hear better, which frees up your brain's resources to deal with other issues, such as walking and maintaining your balance.

According to the National Council on Aging (NCOA), falls are the leading cause of fatal and non-fatal injuries for older Americans.

Research conducted by Lin and his colleague, Luigi Ferrucci, M.D.,

### Research at the University of York has shown that the accepted hierarchy of human senses -- sight, hearing, touch, taste and smell -- is not universally true across all cultures.

Researchers found that rather than being able to predict the importance of the senses from biology, cultural factors were most important.

Study revealed that cultures which placed particular value on their specialist musical heritage were able to communicate more efficiently on describing sounds, even when non-musicians were tested. Similarly, living in a culture that produces patterned pottery made people better able to talk about shapes.

## **Continued, Five ways hearing aids can help you live longer**

Ph.D., of the National Institute on Aging, found those with even mild hearing loss were nearly three times as likely to have a history of falling. Lin said possible explanations for this are that 1) those who don't hear well aren't as aware of their surroundings and 2) straining to hear overloads the brain's resources.

### **2. Hearing aids can speed up your response during an emergency**

Wearing hearing aids can help you hear better in emergency situations and give you the information you need to make a quick decision and react accordingly. From emergency vehicle and fire engine sirens to household smoke alarms, there are a variety of sounds in our daily environment designed to alert us. Having the ability to hear these signals can mean the difference between life and death; however, those with hearing loss often have trouble hearing the high frequency.

According to the National Institutes on Deafness and Other Communication Disorders (NIDCD), as many as 24 percent of American adults between the ages of 20 to 69 have some degree of noise-induced hearing loss (NIHL) which affects their ability to hear sounds with high frequencies.

### **3. Hearing aids can reduce your risk of depression**

Wearing hearing aids can lessen

## **Continued, Research at the University of York has shown that the accepted hierarchy of human senses – sight, hearing, touch, taste and smell – is not universally true across all cultures.**

The findings could prove significant for a range of practices in education and other professions to help further enhance how people understand and utilise their sensory perceptions of the world.

Professor of Language, Communication, and Cultural Cognition at the University of York's Department of Psychology, Asifa Majid, said: "Scientists have spent hundreds of years trying to understand how human sensory organs work, concluding that sight is the most important sense, followed hearing, touch, taste and smell.

"Previous research has shown that English speakers find it easy to talk about the things that they can see, such as colours and shapes, but struggle to name the things that they smell. It was not known, however, if this was universally true across other languages and cultures."

To answer this question, an international team led by Professor Majid, conducted a large-scale experiment to investigate the ease with which people could communicate about colors, shapes, sounds, textures, tastes and smells.

Speakers of 20 diverse languages, including three different sign languages, from across the globe were tested, ranging from hunter-gatherers to post-industrial societies.

## **Continued, Five ways hearing aids can help you live longer**

your risk for developing feelings of sadness, especially among older adults with severe hearing loss who are at greater risk for developing depression and anxiety than those who hear normally.

A survey conducted by the National Council on Aging (NCOA) of 2,300 adults over the age of 50 with hearing loss found that 30 percent of respondents with untreated hearing loss were more likely to report feelings of depression compared to 22 percent of those who wore hearing aids.

Another study conducted by the NIDCD found that more than 11 percent of those with hearing loss reported incidences of depression compared to five percent of those without hearing loss.

### **4. Hearing aids can reduce your social isolation**

Hearing aids help you communicate with your friends and loved ones, allow you to remain a part of the conversation and re-engage in life. Findings from the same NCOA survey also found that 42 percent of hearing aid users participate regularly in social activities, compared to 32 percent of those with untreated hearing loss.

That's significant because social isolation and loneliness are associated with shorter lifespans as well as an estimated \$6.7 billion in additional Medicare spending every

## **Continued, Research at the University of York has shown that the accepted hierarchy of human senses – sight, hearing, touch, taste and smell – is not universally true across all cultures.**

If the commonly accepted hierarchy of the senses were true, participants in the study should have been able to communicate about vision most easily, followed by sounds, such as loud and quiet; textures, such as smooth and rough; taste, such as sweet and sour; and smell, such as chocolate and coffee.

Professor Majid, said: "While English speakers behaved as predicted, describing sight and sound with ease, this was not the case across all cultures.

"Across all cultures, people found smell the most difficult to talk about, reflecting the widely-held view that smell is the 'mute sense.' A traditional hunter-gatherer group from Australia, however, who speak the language Umpila, showed the best performance in talking about smell, outranking all other 19 cultures."

English speakers struggled to talk about basic tastes, but speakers of Farsi and Lao, however, showed almost perfect scores in being able to identify taste, perhaps reflecting the differences in how people engage with cultural cuisines. Professor Majid said: "What this study shows us is that we can't always assume that understanding certain human functions within the context of the English language provides us with a universally

## **Continued, Five ways hearing aids can help you live longer**

year.

### **5. Hearing aids can reduce your risk of dementia**

Wearing hearing aids may lessen your risk for developing Alzheimer's disease and other dementia diseases. Left untreated, mild to moderate hearing loss likely contributes to cognitive decline and may be an early indicator of Alzheimer's disease. Treating hearing loss can also help individuals with early stages of dementia communicate more fully with family members and other caregivers.

Alzheimer's disease is the sixth leading killer in America. The Alzheimer's Association estimates that one in 10 people in the U.S. over the age of 65 has Alzheimer's dementia. Deaths attributed to Alzheimer's disease have increased by 89 percent since 2000."

Here at Jackson County Audiology, we encourage you not to wait. Live your best life! Call today for an appointment.

Source: Healthy Hearing

## **Continued, Research at the University of York has shown that the accepted hierarchy of human senses – sight, hearing, touch, taste and smell – is not universally true across all cultures.**

relevant perspective or solution.

"In a modern digital-led world, which typically engages sight and hearing, it could be worthwhile learning from other cultures in the way that taste and smell can be communicated, for example.

"This could be particularly important for the future of some professions, such as the food industry, for example, where being able to communicate about taste and smell is essential."

The research, supported by the Max Planck Institute, is published in the journal Proceedings of the National Academy of Sciences(PNAS)."

Source: [Science Daily](#)



## EVERYTHING YOU NEED TO KNOW ABOUT WINTER IN KANSAS CITY

Gather your group and indulge in **Kansas City Restaurant Week**, the city's premier dining event, featuring multi-course menus at 150+ area restaurants, Jan. 11–20. Make plans, and learn about this year's featured charities, at [KCRestaurantWeek.com](http://KCRestaurantWeek.com).

**HIGH-POWERED ATHLETICS** Kansas City is home to some of the best and loudest sports fans in the world. Whether it be Sunday or Monday night, the Kansas City Chiefs always show up to play when they're home at Arrowhead Stadium, the loudest outdoor sports arena in the world. Who wouldn't get fired up to play in front of that crowd? Not to mention the undeniable tailgate traditions that get going well before kickoff—making for a truly memorable experience. AND who is ready for Super Bowl LIII February 3, 2019! CBS Sports rates the Superbowl Contenders [here](#). **But WE know Kansas City Chiefs are #1!!**

Source: Photo and activities from [Visit KC](#)

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